

## Electronic Acknowledgement Receipt

<b>EFS ID:</b>	4945129
<b>Application Number:</b>	10656917
<b>International Application Number:</b>	
<b>Confirmation Number:</b>	8377
<b>Title of Invention:</b>	Identifying and/or blocking ads such as document-specific competitive ads
<b>First Named Inventor/Applicant Name:</b>	Brian Axe
<b>Customer Number:</b>	26192
<b>Filer:</b>	John A. Dragseth/Cheryl Schwartz
<b>Filer Authorized By:</b>	John A. Dragseth
<b>Attorney Docket Number:</b>	16113-768001 / GP-143-00-
<b>Receipt Date:</b>	11-MAR-2009
<b>Filing Date:</b>	05-SEP-2003
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<b>Application Type:</b>	Utility under 35 USC 111(a)

### Payment information:

Submitted with Payment	yes
Payment Type	Deposit Account
Payment was successfully received in RAM	\$180
RAM confirmation Number	7836
Deposit Account	061050
Authorized User	

### File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
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1	Information Disclosure Statement Letter	161130768001IDSLetter.pdf	70875 8F566241b795b95b88f5b208c652b5c f396	no	3
<b>Warnings:</b>					
<b>Information:</b>					
2	Information Disclosure Statement (IDS) Filed (SB/08)	161130768001IDS1449.pdf	95361 c3f7c6c63ac6b44a6c59079cbb8b6f6f97 9486	no	2
<b>Warnings:</b>					
<b>Information:</b>					
This is not an USPTO supplied IDS fillable form					
3	Foreign Reference	B1Naqvi.pdf	3694831 b1b4903b348cc0d415ee97319b8f8b3d e41	no	96
<b>Warnings:</b>					
<b>Information:</b>					
4	NPL Documents	C1AdForceManual.pdf	11410028 52eaa0c7a0f0f02a67c3c3c0b8377c25c3f3b 3a65	no	285
<b>Warnings:</b>					
<b>Information:</b>					
5	NPL Documents	C2AdForceSEC.pdf	706250 388c761a862c2cf98cde4163002865ebca7 4e433	no	9
<b>Warnings:</b>					
<b>Information:</b>					
6	NPL Documents	C3AdKnowledgeCampaign.pdf	1019253 5373455a77736b127ab30f983e32c16477 8baef	no	23
<b>Warnings:</b>					
<b>Information:</b>					
7	NPL Documents	C4MarketMatchPlanner.pdf	692303 21c903903450b3c3237a3134653cc0f78a8 c3462	no	26
<b>Warnings:</b>					
<b>Information:</b>					
8	NPL Documents	C5AdStar.pdf	601551 513f3c33c219cd7666c44d73ca378f6565 a98a	no	43
<b>Warnings:</b>					
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9	NPL Documents	C6AdManagerPro.pdf	12934007 2a02c0ff78b8b4b4a3b85cd94a6a683a46 2da0	no	226

Warnings:

Information:					
10	NPL Documents	C7ClassManager.pdf	3690870	no	157
Warnings:					
Information:					
11	NPL Documents	C8BusinessWire.pdf	191029	no	2
Warnings:					
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12	NPL Documents	C9AaddzzBrochure.pdf	1196867	no	6
Warnings:					
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13	NPL Documents	C10AaddzzWebsite.pdf	2863603	no	42
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14	NPL Documents	C11ZeffPart1of3.pdf	17286148	no	130
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15	NPL Documents	C11ZeffPart2of3.pdf	17695092	no	130
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16	NPL Documents	C11ZeffPart3of3.pdf	19233213	no	180
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17	NPL Documents	C12DedrickInteractiveElectronicsAdv.pdf	915463	no	12
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18	NPL Documents	C13DedrickConsumptionModel.pdf	7279867	no	9

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Information:					
19	NPL Documents	C14ReexamRequest025patent.pdf	2695018 0a2bb1bf3ba535e117bf3d7a3ba3b008e14bf7f3d3d	no	85
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20	NPL Documents	C15ReexamRequest045patent.pdf	3180750 23553532f7b7746d29f3e900e04c422f8b79d875	no	54
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21	NPL Documents	C16ReexamRequest059patent.pdf	2322461 7bc9136840f982c36f62e07d4612812f57313df	no	81
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22	NPL Documents	C17ReexamRequest587patent.pdf	5959768 0017e1e56ad21a6a6e1fb5f626a2b41aa022a86c	no	85
Warnings:					
Information:					
23	Fee Worksheet (PTO-06)	fee-info.pdf	30291 e992bc708cc3b01045c4b9fd3d5b7292b4b2a0b	no	2
Warnings:					
Information:					
Total Files Size (in bytes):			115764899		
<p>This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.</p> <p><b><u>New Applications Under 35 U.S.C. 111</u></b> If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.</p> <p><b><u>National Stage of an International Application under 35 U.S.C. 371</u></b> If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.</p> <p><b><u>New International Application Filed with the USPTO as a Receiving Office</u></b> If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.</p>					